

Station KTNV-TV LAS VEGAS, NV

Advertiser () .CROSSROADS GPS

Product Crossroads GPS

Estimate# 1192

Buyer Stephanie Maroney

Phone#

Fax#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/1192

Flight Dates 10/12/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 118,050
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	1	F	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/12-10/12	1	1	1	\$650.00	
	2	M	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/15-10/15	1	1	1	\$650.00	
	3	TU	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/16-10/16	1	1	1	\$650.00	
	4	W	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/17-10/17	1	1	1	\$650.00	
	5	TH	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/18-10/18	1	1	1	\$650.00	
	6	F	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
	7	M	5A-6A	ACTION NWS@5AM<	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	8	F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/12-10/12	1	1	1	\$750.00	
	9	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/15-10/15	1	1	1	\$750.00	
	10	TU	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/16-10/16	1	1	1	\$750.00	
	11	W	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/17-10/17	1	1	1	\$750.00	

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	12	TH	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/18-10/18	1	1	1	\$750.00	
	13	F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/19-10/19	1	1	1	\$750.00	
	14	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
	15	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/12-10/12	1	1	1	\$750.00	
	16	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/15-10/15	1	1	1	\$750.00	
	17	TU	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/16-10/16	1	1	1	\$750.00	
	18	W	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/17-10/17	1	1	1	\$750.00	
	19	TH	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/18-10/18	1	1	1	\$750.00	
	20	F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/19-10/19	1	1	1	\$750.00	
	21	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
	22	F	9A-10A	MORNING BLEND<	:30	\$400.00	10/12-10/12	1	1	1	\$400.00	
	23	M	9A-10A	MORNING BLEND<	:30	\$400.00	10/15-10/15	1	1	1	\$400.00	
	24	TU	9A-10A	MORNING BLEND<	:30	\$400.00	10/16-10/16	1	1	1	\$400.00	
	25	W	9A-10A	MORNING BLEND<	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	26	TH	9A-10A	MORNING BLEND<	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	27	F	9A-10A	MORNING BLEND<	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
	28	M	9A-10A	MORNING BLEND<	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	

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Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

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	29	F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	30	M	10A-11A	VIEW-ABC	:30	\$1,000.00	10/15-10/15	1	1	1	\$1,000.00	
	31	TU	10A-11A	VIEW-ABC	:30	\$1,000.00	10/16-10/16	1	1	1	\$1,000.00	
	32	W	10A-11A	VIEW-ABC	:30	\$1,000.00	10/17-10/17	1	1	1	\$1,000.00	
	33	TH	10A-11A	VIEW-ABC	:30	\$1,000.00	10/18-10/18	1	1	1	\$1,000.00	
	34	F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	35	M	10A-11A	VIEW-ABC	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	36	F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/12-10/12	1	1	1	\$650.00	
	37	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/15-10/15	1	1	1	\$650.00	
	38	TU	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/16-10/16	1	1	1	\$650.00	
	39	W	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/17-10/17	1	1	1	\$650.00	
	40	TH	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/18-10/18	1	1	1	\$650.00	
	41	F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
	42	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
	43	F	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/12-10/12	1	1	1	\$850.00	
	44	M	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/15-10/15	1	1	1	\$850.00	

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Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

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	45	TU	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/16-10/16	1	1	1	\$850.00	
	46	W	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/17-10/17	1	1	1	\$850.00	
	47	TH	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/18-10/18	1	1	1	\$850.00	
	48	F	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/19-10/19	1	1	1	\$850.00	
	49	M	1P-2P	GENERAL HOSPITAL	:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
	50	F	330P-4P	MILLIONAIRE<	:30	\$500.00	10/12-10/12	1	1	1	\$500.00	
	51	M	330P-4P	MILLIONAIRE<	:30	\$500.00	10/15-10/15	1	1	1	\$500.00	
	52	TU	330P-4P	MILLIONAIRE<	:30	\$500.00	10/16-10/16	1	1	1	\$500.00	
	53	W	330P-4P	MILLIONAIRE<	:30	\$500.00	10/17-10/17	1	1	1	\$500.00	
	54	TH	330P-4P	MILLIONAIRE<	:30	\$500.00	10/18-10/18	1	1	1	\$500.00	
	55	F	330P-4P	MILLIONAIRE<	:30	\$500.00	10/19-10/19	1	1	1	\$500.00	
	56	M	330P-4P	MILLIONAIRE<	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	
	57	F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/12-10/12	1	1	1	\$900.00	
	58	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/15-10/15	1	1	1	\$900.00	
	59	TU	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/16-10/16	1	1	1	\$900.00	
	60	W	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/17-10/17	1	1	1	\$900.00	
	61	TH	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/18-10/18	1	1	1	\$900.00	

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Advertiser () .CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1192 Agency C/P1/P2/E 12/11/1192
Buyer Stephanie Maroney Flight Dates 10/12/2012 - 10/22/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	62	F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
	63	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	64	F	6P-7P	VARIOUS	:30	\$1,100.00	10/12-10/12	1	1	1	\$1,100.00	
	65	M	6P-7P	VARIOUS	:30	\$1,100.00	10/15-10/15	1	1	1	\$1,100.00	
	66	TU	6P-7P	VARIOUS	:30	\$1,100.00	10/16-10/16	1	1	1	\$1,100.00	
	67	W	6P-7P	VARIOUS	:30	\$1,100.00	10/17-10/17	1	1	1	\$1,100.00	
	68	TH	6P-7P	VARIOUS	:30	\$1,100.00	10/18-10/18	1	1	1	\$1,100.00	
	69	F	6P-7P	VARIOUS	:30	\$1,100.00	10/19-10/19	1	1	1	\$1,100.00	
	70	M	6P-7P	VARIOUS	:30	\$1,100.00	10/22-10/22	1	1	1	\$1,100.00	
	71	F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/12-10/12	1	1	1	\$850.00	
	72	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/15-10/15	1	1	1	\$850.00	
	73	TU	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/16-10/16	1	1	1	\$850.00	
	74	W	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/17-10/17	1	1	1	\$850.00	
	75	TH	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/18-10/18	1	1	1	\$850.00	
	76	F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/19-10/19	1	1	1	\$850.00	
	77	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/22-10/22	1	1	1	\$850.00	

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	78	F	730P-8P	MILLIONAIRE<	:30	\$850.00	10/12-10/12	1	1	1	\$850.00	
	79	M	730P-8P	MILLIONAIRE<	:30	\$850.00	10/15-10/15	1	1	1	\$850.00	
	80	TU	730P-8P	MILLIONAIRE<	:30	\$850.00	10/16-10/16	1	1	1	\$850.00	
	81	W	730P-8P	MILLIONAIRE<	:30	\$850.00	10/17-10/17	1	1	1	\$850.00	
	82	TH	730P-8P	MILLIONAIRE<	:30	\$850.00	10/18-10/18	1	1	1	\$850.00	
	83	F	730P-8P	MILLIONAIRE<	:30	\$850.00	10/19-10/19	1	1	1	\$850.00	
	84	M	730P-8P	MILLIONAIRE<	:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
	85	M	8P-9P	DANCNG-STR-ABC	:30	\$6,500.00	10/15-10/15	1	1	1	\$6,500.00	
	86	M	8P-9P	DANCNG-STR-ABC	:30	\$6,500.00	10/22-10/22	1	1	1	\$6,500.00	
	87	F	11P-1135P	NEWS	:30	\$1,750.00	10/12-10/12	1	1	1	\$1,750.00	
	88	M	11P-1135P	NEWS	:30	\$1,750.00	10/15-10/15	1	1	1	\$1,750.00	
	89	TU	11P-1135P	NEWS	:30	\$1,750.00	10/16-10/16	1	1	1	\$1,750.00	
	90	W	11P-1135P	NEWS	:30	\$1,750.00	10/17-10/17	1	1	1	\$1,750.00	
	91	TH	11P-1135P	NEWS	:30	\$1,750.00	10/18-10/18	1	1	1	\$1,750.00	
	92	F	11P-1135P	NEWS	:30	\$1,750.00	10/19-10/19	1	1	1	\$1,750.00	
	93	M	11P-1135P	NEWS	:30	\$1,750.00	10/22-10/22	1	1	1	\$1,750.00	
	94	F	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/12-10/12	1	1	1	\$150.00	

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	95	M	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
	96	TU	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/16-10/16	1	1	1	\$150.00	
	97	W	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/17-10/17	1	1	1	\$150.00	
	98	TH	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/18-10/18	1	1	1	\$150.00	
	99	F	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/19-10/19	1	1	1	\$150.00	
	100	M	430A-5A	ACTN NWS@430AM<	:30	\$150.00	10/22-10/22	1	1	1	\$150.00	
	101	TH	9P-10P	GREY ANTMY-ABC	:30	\$5,000.00	10/18-10/18	1	1	1	\$5,000.00	
	102	F	10P-11P	20/20-FRI-ABC	:30	\$2,500.00	10/12-10/12	1	1	1	\$2,500.00	
	103	F	10P-11P	20/20-FRI-ABC	:30	\$2,500.00	10/19-10/19	1	1	1	\$2,500.00	
	104	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	10/13-10/13	1	1	1	\$450.00	
	105	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	10/20-10/20	1	1	1	\$450.00	
	106	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/13-10/13	1	1	1	\$750.00	
	107	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	108	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	10/13-10/13	1	1	1	\$850.00	
	109	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	10/20-10/20	1	1	1	\$850.00	
	110	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	10/13-10/13	1	1	1	\$750.00	

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	111	SA	8A-9A	ACTN NWS SA@8A	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	112	SA	6P-630P	ACTION NWS@6PM	:30	\$750.00	10/13-10/13	1	1	1	\$750.00	
	113	SA	6P-630P	ACTION NWS@6PM	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	114	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/13-10/13	1	1	1	\$1,250.00	
	115	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	10/20-10/20	1	1	1	\$1,250.00	
	116	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	10/14-10/14	1	1	1	\$450.00	
	117	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	10/21-10/21	1	1	1	\$450.00	
	118	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	119	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	120	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
	121	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	122	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,750.00	10/14-10/14	1	1	1	\$1,750.00	
	123	SU	11P-1135P	ACTION NWS@11P<	:30	\$1,750.00	10/21-10/21	1	1	1	\$1,750.00	

---REPORT TOTALS---

Report Totals: 123 / \$118,050.00

---SALES MONTHLY TOTALS---

Station	KTNV-TV LAS VEGAS, NV	Agency	() CROSSROADS MEDIA	Rep Firm	
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Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	1192	Agency C/P1/P2/E	12/11/1192		
Buyer	Stephanie Maroney	Flight Dates	10/12/2012 - 10/22/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

Oct 12: 123 / \$118,050.00

Sales Totals: 123 / \$118,050.00

Station Totals: 123 / \$118,050.00

Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--												
Market Totals		\$908,077	KBLR	0%	KLAS	33%	KSNV	32%	KTNV	13%	KTUD	2%
			KVCW	1%	KVMY	8%	KVVU	11%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE